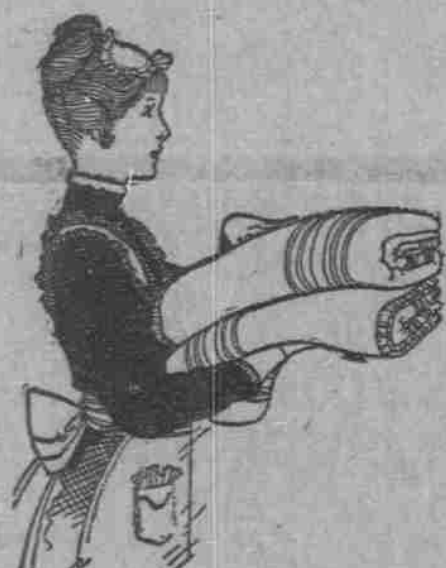




## Washing need not hurt fine fabrics

*The gentle Lux way actually saves them*



**Y**ES, there's tell-tale yellowness on all the cobweb threads. Your real Chantilly. Nearly a hundred years old and so very precious! In the old days who ever dreamed the time would come when you could launder it? Yet today you think nothing more of trusting priceless lace to bubbling Lux suds than you used to think of washing gingham!

You simply stir up a bowlful of the richest lather and toss in your finest, filmiest belongings without a qualm. Fine laces, thinnest chiffons, exquisite table linens and woollens! Your daintiest curtains will stay whole, your silks lustrous, your blankets soft and woolly.

Delicate Lux suds! If you have never used Lux, you can't begin to appreciate how pure, how cleansing they are! Lux comes in dainty, white flakes—pure and transparent. They melt instantly in hot water. You whisk them up into

the richest, foamiest suds, that gently free the dirt! For silks or delicate colors, you simply add cold water until the suds are lukewarm.

No ruinous rubbing of fine fabrics! No injury to delicate fibres or coarsening of textures! The delicate luster of your softest silks remains undimmed.

With Lux you just squeeze the delicate suds through the fabrics again and again—rinse in clear water once, twice, three times—and the garment is so fair and fresh that you would never know it had been washed.

Use Lux the moment a thing becomes soiled. The gentle Lux way of washing saves it from the damage even a little dirt does to frail things.

*Lux won't hurt anything that pure water alone won't injure.* Get a package of Lux today from your grocer, druggist or department store.—Lever Bros. Co., Cambridge, Mass.



*So quick! So easy! Launder all these things in delicate Lux suds*

### How to wash blankets

Use two tablespoonfuls of Lux to every gallon of water. Whisk Lux into a rich lather in boiling or very hot water, then add cold water to make the suds lukewarm. Work the blankets about in the thick suds, soosing them thoroughly, but do not rub. Squeeze the cleansing suds again and again through soiled spots. Rinse in three waters the same temperature as that in which you washed them. Dissolve a little Lux in the last rinsing water—but do not make a lather. This leaves the blankets softer and fluffier. Run them through a loose wringer; never twist. Hang in the shade to dry, in a moderate temperature.

### To wash silk underthings

Just drop a tablespoonful of Lux into half a bowlful of boiling or very hot water. Whisk into a rich, creamy lather. Add cold water till lukewarm. Dip the garment through the foamy lather many times—work it about in the suds—do not rub. Rinse three times in clear, lukewarm water. Squeeze the water out—do not wring. Dry in the shade. When nearly dry, press with a warm iron—never a hot one.



### To wash fine silk blouses

Whisk a tablespoonful of Lux into a thick lather in half a bowlful of boiling or very hot water. Add cold water till lukewarm. Dip your blouse through the foamy lather many times. Squeeze the suds through it—do not rub. Rinse in three waters of the same temperature as the water in which you washed it. Squeeze the water out—do not wring. Roll in a towel to dry. When nearly dry press with a warm iron—never a hot one. Georgette Crepe blouses should be gently pulled into shape as they dry and also should be shaped as they are ironed.

### To wash your sweater

Use two tablespoonfuls of Lux to every gallon of water. Whisk Lux into a rich lather in boiling or very hot water, then add cold water to make the suds lukewarm. Swish your sweater about in the suds. Wash quickly, pressing the suds through the sweater, but do not rub. Rinse three times in water of the same temperature as that in which you washed it. Dissolve a little Lux in the last rinsing to leave your sweater soft and woolly. Never wring sweaters. Squeeze the water out, pull into shape, and spread on a towel to dry in the shade.

### To wash collars and cuffs

Use a tablespoonful of Lux to every gallon of water. Dissolve in very hot water and whisk into a thick lather. Let white linen or cotton accessories soak for a few minutes. Then dip them up and down in the creamy lather. Do not rub. Press the suds again and again through very soiled spots. Put through three hot rinses. Dry in the sun. Wash Georgettes, silks and colors as above but in lukewarm suds. Do not soak. Rinse three times in lukewarm water. Roll in a towel to dry.



### How to wash babies' woollens

To wash little woollens like new, use two tablespoonfuls of Lux to a bowlful of water. Dissolve in boiling or very hot water, whisk into a thick lather and add cold water to make suds lukewarm. Put the woollens in. Then squeeze the suds through the garments. Do not rub. Rinse three times in water the same temperature as the water in which you washed the garments, dissolving a little Lux in the last rinsing water. Squeeze the water out. Do not twist. Dry in a moderate temperature. Press with a warm iron.

### LET LUX SAVE THESE FABRICS

Laces, Chiffons  
Georgette, Mull  
Crêpe de Chine  
Washable Satin  
Washable Taffeta  
Organdies, Batistes  
Fine Linens, Muslins  
Damasks, Voiles  
Dimities, Woollens

# LUX

### TRY LUX FOR ALL THESE THINGS

Baby's Flannels  
Sweaters, Blankets  
Fine Blouses  
Silk Stockings  
Fine Collars and Cuffs  
Negligees, Corsets  
Philippine Underwear  
Silk Underwear  
Silk Gloves  
Fine Handkerchiefs  
Washable Spats  
Men's Silk Shirts

*There is nothing, for fine laundering, like Lux*